

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant:	Scott Faber, et al	Examiner:	DANIEL LASTRA
Serial No.:	09/808,475	Group Art Unit:	3688
Filed:	March 13, 2001	Confirmation:	3558
Title:	APPARATUS AND METHOD FOR RECRUITING, COMMUNICATING WITH, AND PAYING PARTICIPANTS OF INTERACTIVE ADVERTISING		

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO FINAL OFFICE ACTION

Sir:

In response to the Final Office Action mailed April 9, 2008, please kindly enter the following amendments under 37 C.F.R. 1.116(b)(2) to present the rejected claims in better form for consideration on appeal:

Amendments to the Claims are reflected in the list of claims that begins on page 2 of this paper; and

Remarks/Arguments begin on page 11 of this paper.